# EXHIBIT 97

# REDACTED

# Report Figures

Figure 11: Advertising Spend of FAA Purchase Pathways Included and Excluded from Damages Analysis, January 25, 2019 – January 24, 2023

DV360, Google Ads, and TTD

			Included			Total				
		[A]		Excluded by United States [B]		Ui	nknown Ad Agency [C]	Subtotal - Excluded ] = ∑([B]:[C])	[E] = [A] + [D	
DV360	[1]									
Air Force	[2]	\$	5,159,817	\$	-	\$	-	\$ -	\$	5,159,817
Army	[3]		15,099,145		1,709,903		-	1,709,903		16,809,048
Census	[4]		1,171,558		29,601		-	29,601		1,201,159
CMS	[5]		1,462,531		1,009,899		-	1,009,899		2,472,431
NHTSA	[6]		969,860		25		-	25		969,885
USPS	[7]						-			
VA	[8]		4,990,890		886,417		-	886,417		5,877,307
Subtotal - DV360	[9]	\$				\$	-	\$	\$	
Google Ads	[10]									
Air Force	[11]	\$	-	\$	66,727	\$	19	\$ 66,746	\$	66,746
Army	[12]		-		1,623		36,190	37,813		37,813
Census	[13]		-		99,218		82,904	182,122		182,122
CMS	[14]		8,291,595		345,255		1,998,744	2,343,999		10,635,594
Navy	[15]		275,938		-		13,917	13,917		289,855
NHTSA	[16]		808,154		_		18,879	18,879		827,033
USPS	[17]		-							
VA	[18]		_		142,926		15,504	158,430		158,430
Subtotal - Google Ads	[19]	\$								
TTD	[20]									
Census	[21]	\$	-	\$	10,771	\$	-	\$ 10,771	\$	10,771
CMS	[22]		-		4,882		-	4,882		4,882
Navy	[23]		831,072		-		-	-		831,072
NHTSA	[24]		-		48,257		-	48,257		48,257
USPS	[25]									
Subtotal - TTD	[27]	\$		T						
Total	[28]									

#### **Sources and Notes:**

DV360: GOOG-AT-MDL-DATA-000488278-000508815 and GOOG-AT-MDL-DATA-000561263-000561420.

Google Ads: GOOG-AT-MDL-DATA-000486626-000488277 and GOOG-AT-MDL-DATA-000558890-000559276.

TTD: TTD\_DOJ-GOOG23-0012987 and TTD\_DOJ-GOOG23-0033644.

[A]: These FAA Purchase Pathways are in scope and are included in the damages analysis.

[B]: The United States has instructed me to exclude these FAA Purchase Pathways.

[C]: These FAA Purchase Pathways have no information in the Advertiser Identifier Variables. Therefore, it is not possible to determine the ad agencies involved in these FAA Purchase Pathways, and I have excluded them from my damages analysis. Note: In Column [A], I exclude USPS spend for amounts Google invoiced in 2019 and 2020 for the USPS Pathways.

## Intermediate

				Total [A]	Pathway Cate Identifie [B]
lir Force		[1]			
GSD&M	Air Force	[2]	\$	5,159,817	{a}
Army		[3]			
Adswerve - Causal IQ (Globalwide Media) - US	US Army - OMD	[4]	\$	3,166	{b}
Adswerve - Goodway Group - US	US Army	[5]	\$	-	{b}
Jellyfish - Cox Media Group - DV360 - US	SEATV   Seattle Army Recruiting Battalion-D_L00254268	[6]	\$	-	{b}
Matterkind US	Army [Hybrid]	[7]	\$	1,705,720	{b}
MightyHive - Electric Symphony Media - US	Electric Symphony - US Army ROTC (CTV)	[8]	\$	1,009	{b}
MightyHive - US	Pittsburgh Post-Gazette - The U.S Army Field Band	[9]	\$	9	{b}
OMD-Army	A_A1B_OMD	[10]	\$	75,553	{a}
OMD-Army	A_A2B_OMD	[11]	\$	67,194	{a}
OMD-Army	A_A3B_OMD	[12]	\$	52,741	{a}
OMD-Army	A_A5B_OMD	[13]	\$	73,689	{a}
OMD-Army	A_AB6_OMD	[14]	\$	375,824	{a}
OMD-Army	A_AHG_OMD	[15]	\$	534,413	(a)
OMD-Army	A_ART_OMD	[16]	Š	706,405	{a}
		[17]	Š		
OMD-Army	A_ASB_OMD			62,191	{a}
OMD-Army	A_MEB_OMD	[18]	\$	171,434	{a}
OMD-Army	Army - National	[19]	\$	10,660,663	{a}
OMD-Army	US_ARMY_MRIP	[20]	\$	1,723,785	{a}
OMD-Army	US_Army_PM_OMD	[21]	\$	595,252	{a}
ensus		[22]			
AdSwerve 2	Census (Digital Media Solutions)	[23]	\$	9,140	{b}
Census Programmatic	Census	[24]	\$	0	{b}
Census Programmatic	Culture 1 World (C1W)	[25]	Š	749,090	(a)
_		[26]	\$	49,533	
Census Programmatic	Reingold (RG)				{a}
Census Programmatic	Reingold-CHW (RG-CHW)	[27]	\$	1,359	{a}
Census Programmatic	Reingold-NHPI (RG-NHPI)	[28]	\$	3,392	{a}
Census Programmatic	TDW+Co (TDW)	[29]	\$	368,184	{a}
Census Programmatic	Wavemaker Puerto Rico (WM PR)	[30]	\$	4,901	{b}
MightyHive - Electric Symphony Media - US	Electric Symphony - US Census Bureau	[31]	\$	65	{b}
MightyHive - US	Oculu - CCC	[32]	\$	10,261	{b}
MightyHive - Cox Media - DV360 - US	Cox Media - City of Tucson - AZ	[33]	\$	1,378	{b}
Jellyfish - Cox Media Group - DV360 - US	MEMTV   City of Memphis_ L00169577	[34]	\$	2,945	(b)
	WSBTV   US Census 2020		\$	910	
Jellyfish - Cox Media Group - DV360 - US	W3B1V   U3 Census 2020	[35]	2	910	{b}
CMS		[36]			
Accuen	Center for Medicare Services	[37]	\$	72,320	{b}
Adswerve - US	Covered CA (Admaru Network)	[38]	\$	19,442	{b}
Incubeta DQ&A - MIQ Global - DV360 - US	The Centers for Medicare & Medicaid Services (CMS) c/o Porter Novelli	[39]	\$	164,295	{b}
GMMB, Inc.	Maryland Health Connection	[40]	\$	134,872	{b}
Harmelin Media	CWOPA	[41]	\$	23,279	{b}
Incubeta DQ&A - MIQ Global - DV360 - US	CMS c/o Weber Shandwick	[42]	\$	505,235	{b}
IPG - Weber Shandwick	CMS - HealthCare.Gov	[43]	\$	1,462,531	{a}
J.R. Reingold & Associates	VA-HBE	[44]	\$	10,323	{b}
MightyHive - US	Pivot Marketing Group - Covered CA CE	[45]	Š	80,133	(b)
IHTSA	Fivot Marketing Group - Covered CA CE		,	60,133	(D)
		[46]			6.3
Adswerve - Unified Social - US	NHTSA	[47]	\$	1	{b}
GMMB, Inc.	NHTSA ODI	[48]	\$	496,829	{a}
GMMB, Inc.	NHTSA Takata Airbag	[49]	\$	473,031	{a}
Incubeta DQ&A - MIQ Global - DV360 - US	NHTSA c/o Strattacom USD	[50]	\$	2	{b}
MightyHive - US	Electric Symphony-NHTSA	[51]	\$	8	{b}
OMG US Omnet Programmatic	Test	[52]	\$	14	{b}
SPS		[53]			
	USPS c/o Universal McCann	[54]	\$		{b}
		[55]	ş		(b)
	HSDS [Hadeld]			الكيي	
	USPS [Hybrid]	[56]	\$		{b}
	USPS [Hybrid]	[57]	\$		{a}
'A		[58]			
Adswerve - US	Veteran's United (Veteran's United)	[59]	\$	2,595	{b}
AS - Nerdrock - US	U.S. Department of Veterans Affairs	[60]	\$	267,535	{b}
Incubeta DQ&A - MIQ Global - DV360 - US	Choose VA c/o Aptive	[61]	\$	9,078	{b}
Incubeta DQ&A - MIQ Global - DV360 - US	Veterans Health Administration (VHA) c/o LMO	[62]	\$	642	{b}
J.R. Reingold & Associates	VA_KEEPITSECURE_FY22_LETHAL-MEANS	[63]	\$	716,041	(a)
J.R. Reingold & Associates	VA_MHS		\$	424,137	
_	_	[64]			{a}
J.R. Reingold & Associates	VA_MHS_OLD	[65]	\$	463,669	{a}
J.R. Reingold & Associates	VA_MTC	[66]	\$	445,209	{a}
J.R. Reingold & Associates	VA_MTC (new)	[67]	\$	398,540	{a}
	VA_PREVENTS	[68]	\$	1,465,193	{a}
J.R. Reingold & Associates			\$	731,448	{a}
J.R. Reingold & Associates J.R. Reingold & Associates	VA_SP	[69]	-		
J.R. Reingold & Associates					{a}
J.R. Reingold & Associates J.R. Reingold & Associates	VA_SP_LETHAL-MEANS	[70]	\$	173,421	{a} {a}
J.R. Reingold & Associates J.R. Reingold & Associates J.R. Reingold & Associates	VA_SP_LETHAL-MEANS VA_SP_SPM_FY21	[70] [71]	\$ \$	173,421 92,080	{a}
J.R. Reingold & Associates J.R. Reingold & Associates J.R. Reingold & Associates J.R. Reingold & Associates	VA_SP_LETHAL-MEANS VA_SP_SPM_FY21 VA_SPP_VCL	[70] [71] [72]	\$ \$ \$	173,421 92,080 81,153	{a} {a}
J.R. Reingold & Associates J.R. Reingold & Associates J.R. Reingold & Associates	VA_SP_LETHAL-MEANS VA_SP_SPM_FY21	[70] [71]	\$ \$	173,421 92,080	{a}

Note: Advertiser and partner names are as shown in the data.

Note: For the USPS pathway, amounts billed for services in 2019 and 2020 are split out in this analysis and removed from damages. (See rows [56] and [57].)

<sup>[</sup>A]: FAA Purchase Pathway totals. GOOG-AT-MDL-DATA-000488278-000508815 and GOOG-AT-MDL-DATA-000561263-000561420.
[B]: Pathway category identifier.

<sup>{</sup>a}: This FAA Purchase Pathway is in scope and is included in the damages model.

<sup>{</sup>b}: The United States has instructed me to exclude these FAA Purchase Pathways.

Google Ads

			<b>Total</b> [A]	Pathway Category Identifier [B]
Army	[1]			
Buffalo Check	[2]	\$	1,617	{b}
Goodway Group	[3]	\$	-	{b}
Gulf Coast Web	[4]	\$	6	{b}
Infinite Digital	[5]	\$	0	{b}
NOT AN AGENCY	[6]	\$	35,041	{c}
OMD	[7]	\$	-	{b}
Scripps	[8]	\$	-	{b}
Vici	[9]	\$	0	{b}
Blanks	[10]	\$	1,149	{c}
Air Force	[11]	۲.	127	(6)
44 Interactive Mediavision2020	[12]	\$ \$	137 14	{b}
GSD&M	[13] [14]	۶ \$	66,521	{b} {b}
Telexis	[14]	۶ \$	55	{b}
The Social Being Meetings & Media Firm	[16]	\$	-	{b}
Thrive Internet Marketing	[17]	\$	_	{b}
Blanks	[18]	\$	19	{c}
Census	[19]	Ψ.		(0)
Adzooma	[20]	\$	1	{b}
Aloysius Butler & Clark	[21]	\$	1,136	{b}
Change Media Group	[22]	\$	7	{b}
DCC Marketing	[23]	\$	172	{b}
designCraft Advertising	[24]	\$	37	{b}
Digital Relativity	[25]	\$	16,438	{b}
Gott Advertising	[26]	\$	8,709	{b}
HYFN Local	[27]	\$	-	{b}
Infinite Digital	[28]	\$	17	{b}
Marketing Doctor,	[29]	\$	689	{b}
Octane Public Relations&Advertising	[30]	\$	-	{b}
Opteo	[31]	\$	754	{b}
PPBH	[32]	\$	-	{b}
Reingold	[33]	\$	1,886	{b}
Runyon, Saltzman & Einhorn	[34]	\$	33,323	{b}
Sperling Interactive	[35]	\$	900	{b}
Sprout Creative	[36]	\$	5,767	{b}
Summit Media	[37]	\$	709	{b}
The Digital Hyve	[38]	\$	4,251	{b}
The Focus Group	[39]	\$	497	{b}
The Vrooman Group	[40]	\$	17,762	{b}
TTEC Holdings	[41]	\$	- 6 4 6 4	{b}
Wavemaker	[42]	\$	6,161	{b}
Blank	[43]	\$	82,904	{c}

Google Ads

		<b>Total</b> [A]	Pathway Category Identifier [B]
CMS	[44]		
BSA	[45]	\$ -	{b}
Edelman SEM Management	[46]	\$ -	{b}
Initiative	[47]	\$ -	{b}
Ketchum	[48]	\$ 0	{b}
Media Partnership Corporation	[49]	\$ 36,028	{b}
Open Slate	[50]	\$ 296,627	{b}
PPBH	[51]	\$ 2,826	{b}
Princeton Partners	[52]	\$ 1,256	{b}
Red House Communications	[53]	\$ 8,518	{b}
TTEC Holdings	[54]	\$ -	{b}
Weber Shandwick	[55]	\$ 8,291,595	{a}
Blank	[56]	\$ 1,998,744	{c}
Navy	[57]		
Wavemaker	[58]	\$ 275,938	{a}
Blank	[59]	\$ 13,917	{c}
NHTSA	[60]		
GMMB	[61]	\$ 808,154	{a}
Scripps	[62]	\$ -	{b}
Tombras Group	[63]	\$ -	{b}
Unified	[64]	\$ -	{b}
VI Marketing and Branding	[65]	\$ -	{b}
Blank	[66]	\$ 18,879	{c}
USPS	[67]		
UM	[68]	\$	{b}
Blank	[69]	\$	{c}
VA	[70]		
Crosby Marketing	[71]	\$ 29,018	{b}
Green Glider	[72]	\$ 52,731	{b}
Reingold	[73]	\$ 55,572	{b}
Richter7 Inc	[74]	\$ 2	{b}
Sachs Media Group	[75]	\$ 5,601	{b}
TTEC Holdings	[76]	\$ 2	{b}
YouConnex	[77]	\$ -	{b}
Blank	[78]	\$ 15,504	{c}

#### Sources and Notes:

[A]: FAA Purchase Pathway totals. GOOG-AT-MDL-DATA-000486626-000488277 and GOOG-AT-MDL-DATA-000558890-000559276.

- {a}: This FAA Purchase Pathway is in scope and is included in the damages model.
- $\{b\}$ : The United States has instructed me to exclude these FAA Purchase Pathways.
- {c}: This FAA Purchase Pathway has blanks or "NOT AN AGENCY" in the third party fields. Therefore, it is not possible to determine the parties in this FAA Purchase Pathway.

<sup>[</sup>B]: Pathway category identifier.

			Total [A]	Pathway Cat Identific [B]
Census	[1]			
BMG - DET - The Michigan Chronicle - 2020 US Census	[2]	\$	0	{b}
CA Census 2020	[3]	\$	38	{b}
Cache Valley Digital - Census 2020	[4]	\$	3	{b}
Cal Census (#GOV1485258) - Gov	[5]	\$	173	{b}
California Census	[6]	\$	2	{b}
California Complete Count Census 2020	[7]	\$	84	{b}
Census 2020	[8]	\$	43	{b}
Census 2020	[9]	\$	0	{b}
Census 2020	[10]	\$	21	{b}
Census Dallas	[11]	\$	4	{b}
City of Columbia - Census	[12]	\$	7	{b}
City of Santa Maria - Census	[13]	\$	12	{b}
City of Ventura Census	[14]	\$	10	{b}
Coconino County Census	[15]	\$	45	{b}
Cook County Census	[16]	\$	92	{b}
Cumulus Peoria Census 2020 D	[17]	\$	1	{b}
Phoenix Census	[18]	\$	2,746	{b}
Rhode Island Census	[19]	\$	293	{b}
Santa Clara County Census	[20]	\$	5,313	{b}
SDUT-RSE -U.S. Census Bureau - RecruitmentN2H96235986-	[21]	\$	15	{b}
SWIFT - AT - A2P 2020 Census	[22]	\$	7	{b}
United States Census	[23]	\$	942	{b}
United States Census	[24]	\$	907	{b}
VA Complete Count - US Census	[25]	\$	9	(b)
Ventura County Census 2020	[26]	\$	0	{b}
CMS	[27]	,		(-)
Centers for Medicare	[28]	\$	7	{b}
CMS - Medicare Fraud	[29]	\$	3,582	{b}
CMS - Open Enrollment	[30]	\$	1,293	{b}
Navy	[31]	Ψ.	1,233	(~)
NAVY	[32]	\$	831,072	{a}
NHTSA	[33]	-	,	(-)
NHTSA	[34]	\$	46,296	{b}
NHTSA - National Highway Traffic Safety Administration	[35]	\$	1,961	{b}
USPS	[36]	,	_,	(~)
	[37]			{b}
	[38]			(b)
	[39]			(b)
	[40]			(b)
USPS	[41]			(b)
USPS	[42]			(b)
USPS	[43]			(a)
USPS	[44]			(b)

#### Sources and Notes:

 $\hbox{[A]: FAA Purchase Pathway totals. } TTD\_DOJ\text{-}GOOG23\text{-}0012987 \ and } TTD\_DOJ\text{-}GOOG23\text{-}0033644.$ 

[B]: Pathway category identifier.

- {a}: This FAA Purchase Pathway is in scope and is included in the damages model.
- {b}: The United States has instructed me to exclude these FAA Purchase Pathways.
- {c}: This FAA Purchase Pathway has blanks or "NOT AN AGENCY" in the third party fields.

Therefore, it is not possible to determine the parties in this FAA Purchase Pathway.

Note: Advertiser names are as shown in the data.

Note: For the USPS pathway, amounts billed for services in 2019 and 2020 are split out in this analysis and removed from damages. (See rows [42] and [43].)

## Data

Figure 11, backup DV360 data

Short Name Air Force   GSDBM	brattle_nam Air Force.1	e FAA Air Force	Include/Scalar	ie dvili0_advertiser_name Air Fonse	dvitti partner_name 6506M	drillio custour M. Additio a	fortier id advertier parent rame	advertises	ertker_company_name ad artment of Defense	vertier_communicid_advantiser_division_name	advertiser_division_kd   Investo	ny_source	en/ronnest	revenue_und \$158817
Air Force   GSDBM Air Force   GSDBM	Air Force.1	Air Force	Include Include	Air Fonce	GSD&M GSD&M		nited States Government nited States Government		artment of Defense	ir Force ir Force	Such	an ge	Open Web Open Web	\$158817 8707422
Army   DOB   CMD	Army.1	Acres	Include	A ARE OMD	OMD-Army		eited States Government		artment of Defense	· ·		an ge	Open Web	875834
Army   DOR   OMD Army   DOR   OMD	Army 1	Acres	Include	A AHG CMD	OMD-Army OMD-Army		nited States Government nited States Government		artment of Defense	-	Sech	an ge	Open Web	534412 171424
Army   DOR   CMD	Army 1	Acres	include include include include include include include include	A_ART_CMD	OMD-Army		nited States Government		artment of Defense	-	Sech	-	Open Web Open Web	706405
Army   DOR   OMD Army   DOR   OMD	Army 1 Army 1	Acres	Include Include	Army - National A_ASR_OMD	OMD-Array OMD-Array		nited States Government nited States Government		artment of Defense artment of Defense		Sech Sech	an ge	Open Web Open Web	10660663 75558
Army   DOB   OMD	Acrey 1	Acresy Acresy Acresy Acresy	include	A ARR OMD	CMD-Array		nited States Government		artment of Defense	-	Such	an ge	Open Web Open Web	52745
Army   DOB   CMD Army   DOB   CMD	Army 1. Army 1.	Acres	Include	A_ASR_CMD A_ASR_CMD	CMD-Array CMD-Array		nited States Government nited States Government		artment of Defense artment of Defense		Sech	ange	Open Web Open Web	79689 62191
Army   DOB   OMD	Army.1		include	US ARMY MRIP	CMD-Array		nited States Government		artment of Defense	-		-	Oteo Web	1728785
		Acres		Army [Hybrid] Electric Symphony - US Army ROTC (CTV)	Matterlind US		nited States Government pited States Government		artment of Defense		Such	enge.	Open Web	1705720
Army   DOB   OMD	Army.1	Acres Acres	Include	US Array PM_OMD	Mighty-live - Electric Symphony Media - US OMD-Army		nited States Government		artment of Defense		Such	-	Open Web Open Web	5009 595252
Arrey   DOB   CMD	Army 3	Acres Acres	Include	Pittsburgh Post-Gazette - The U.S Army Reid Band A_A28_OMD	Mighty-like - US CMD-Army		nited States Government nited States Government		artment of Defense artment of Defense		Sech	ange ange	Open Web Open Web	67194
		Acres		US Avwy - CMD A, ABG, CMD	Adopene - Causal IO (Globalwide Media) - US		nited States Government		artment of Defense		Sech	-	Open Web	3166
Army   DOB   CMD Army   DOB   CMD	Army 1 Army 1	Acres	Include	A_ABE_OMD A_AHG_OMD	CMD-Army CMD-Army		nited States Government nited States Government		artment of Defense	-			Open Web Open Web	248529 588328
Army   DOR   OMD	Arrey 3	Acres	include include include include include include	A_ARR_OMD	OMD-Array		oited States Government		artment of Defense				Open Web Open Web	6508 21380
Army   DOR   OMD Army   DOR   OMD	Army 1 Army 1	Acrey Acrey Acrey Acrey Acrey Acrey Acrey Acrey Acrey Acrey Acrey	Include	A ARR OMD A ARROMD A MREOMO	CMD-Array CMD-Array		nited States Government nited States Government		artment of Defense artment of Defense				Open Web Open Web	253401 253401
Army   DOR   OMD	Army 1	Acres	Include	A_ART_OMD	OMD-Army		nited States Government		sertment of Defense				Open Web	1347988
Army   DOR   OMD Army   DOR   OMD	Army.1 Army.1	Acres	Include	Army - National A_ASR_OMD	OMD-Army OMD-Army		nited States Government nited States Government		artment of Defense sartment of Defense		wer .		Open Web Open Web	15416871 58943
Army   DOR   OMD	Army.1	Acres	Include Include Include Include	A_A3B_OMD	CMD-Array		nited States Government		sertment of Defense				Open Web	3692 9206
Army   DDB   OMD Army   DDB   OMD	Army 1. Army 1.	Acres	Include	A ASR CMD A ASR CMD	OMD-Army OMD-Army		nited States Government nited States Government		sertment of Defense sertment of Defense		-		Open Web Open Web	9204 20852
Army   DDB   OMD	Army.1	Acres	Include	US ARMY MRIP	OMD-Array		nited States Government		partment of Defense				Open Web	3063636
		Acres		Army [Hybrid] Sectric Symphony - US Army ROTC (CTV)	Matterkind US		nited States Government		sartment of Defense	-	the state of the s		Open Web	1227418
Army   DDB   OMD	Army.1	Acres	Include	Bectric Symphony - US Army ROTC (CTV) US_Army_PM_OMD	MightyHive - Electric Symphony Media - US CMD-Army		nited States Government nited States Government		servicent of Defense				Open Web Open Web	1806 590165
		Acres		US Array - CMD	Adoserve - Cassal IO (Globalwide Media) - US		nited States Government		sertment of Defense	-	ter .		Open Web	12164
		Army		Pittsburgh Post-Gazette - The U.S Army Field Rand SEATV   Seattle Army Recruiting Battalion-O_U00254268	Mightyleve-US		nited States Government nited States Government		sertinent of Defense sertinent of Defense		un u		Open Web	1
		Acres			Jellyfish - Cox Media Group - DV260 - US Adoxerve - Goodway Group - US		nited States Government		sertment of Defense	-	-		Open Web Open Web	212
		CMS		The Centers for Medicare & Medicaid Services (CMS) q/o Purter Novelli Center for Medicare Services	Incubeta DQ&A - MIQ Global - DV860 - US		nited States Government nited States Government		artment of Health & Human Services artment of Health & Human Services		Each	enge.	Open Web Open Web	164295 72300
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Figure 11, backup DV360 data

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		VA.		Veterans Health Administration (VAX) c/o LMO	Incubeta DOSA - MIO Global - DV960 - US	nited States Government	epartment of Veterans Affairs	resent of Veterans Affairs	dischange	Open Web	642
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		VA.		Veterans Health Administration (VKA) c/o LMO	Incubeta DOSA - MIC Global - DV250 - US	sited States Government	equitment of Veterans Affairs	Ownerst of Veterans Affairs	ther	Open Web	289
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Figure 11, backup DV360 Data

Sources:

DV360 Data: GOOG-AT-MDL-DATA-000488278-000508815.

DV360 Xbridge Data: GOOG-AT-MDL-DATA-000561263-000561420.

Figure 11, backup Google Ads data

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XP Daily Data GOOG-AT-M	DL-DATA-000558	890-000559276.													

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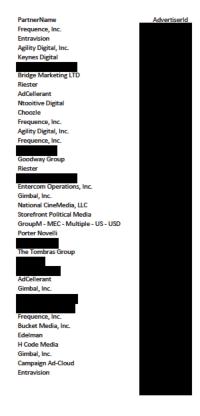
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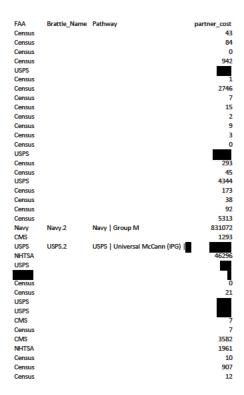
AdvertiserName Census 2020 California Complete Count Census 2020 Census 2020 United States Census Cumulus Peoria\_Census 2020\_D Phoenix Census SWIFT - AT - A2P 2020 Census SDUT-RSE -U.S. Census Bureau - Recruitment--N2H96235986-California Census VA Complete Count - US Census Cache Valley Digital - Census 2020 Ventura County Census 2020 USPS Rhode Island Census Coconino County Census Cal Census (#GOV1485258) - Gov CA Census 2020 Cook County Census Santa Clara County Census NAVY CMS - Open Enrollment NHTSA

BMG - DET - The Michigan Chronicle - 2020 US Census Census 2020 USPS
USPS
US - USPS c.o Universal Mccann
Centers for Medicare
City of Columbia - Census
CMS - Medicare Fraud
NHTSA - National Highway Traffic Safety Administration
City of Ventura Census
United States Census

City of Santa Maria - Census

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Figure 11, backup CV360 USPS adj

inscope revenue\_usd post-2020 7307130 2019 and 2020 3649619

Sources:

DV360 Data: GOOG-AT-MDL-DATA-000488278-000508815.

DV360 Xbridge Data: GOOG-AT-MDL-DATA-000561263-000561420.

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Figure 11, backup TTD USPS adj

inscope partner\_cost

post-2020 70333 2019 and 2020 91970

Sources:

TTD\_DOJ-GOOG23-0012987. TTD\_DOJ-GOOG23-0033644.